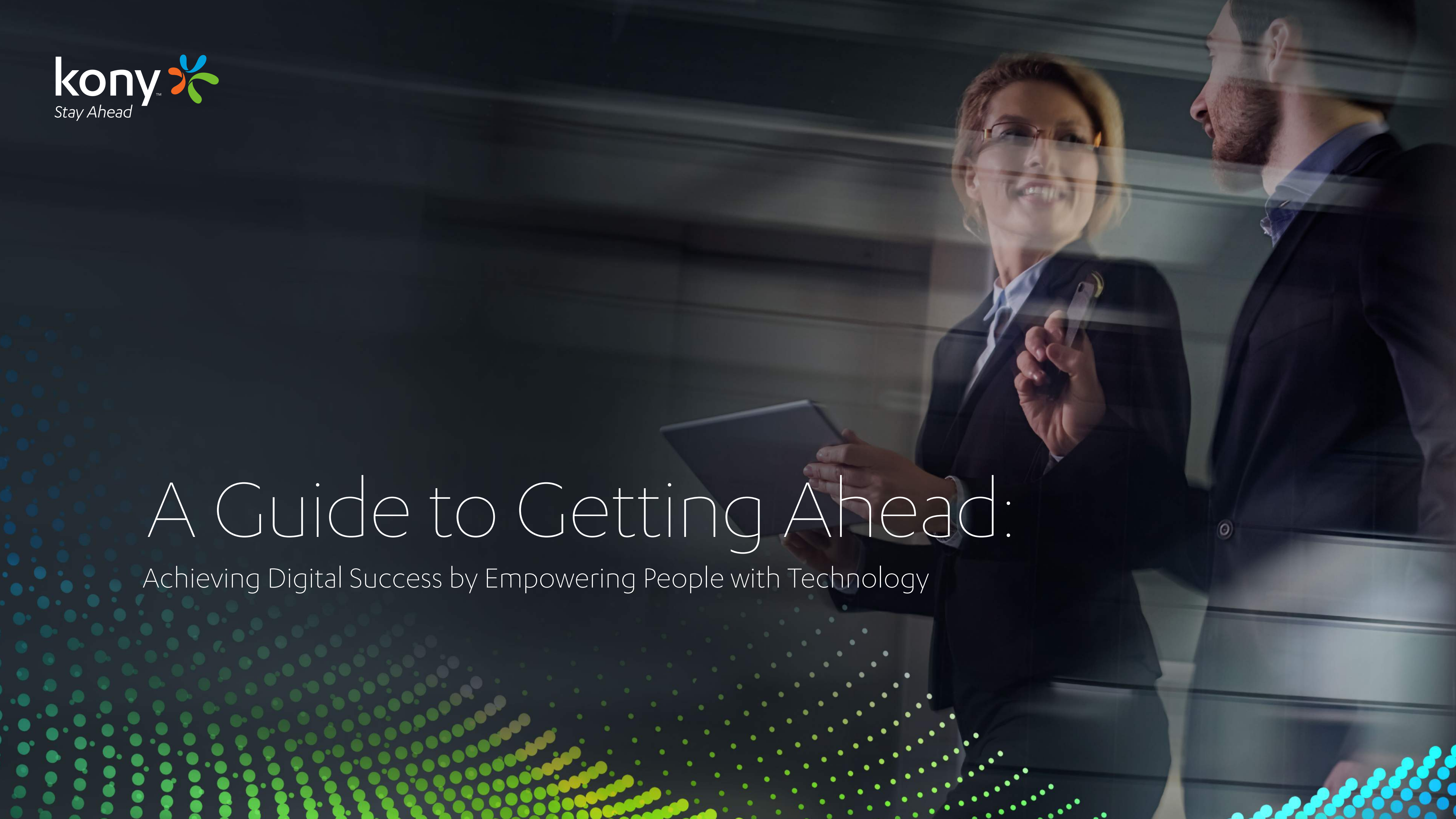




# A Guide to Getting Ahead:

Achieving Digital Success by Empowering People with Technology







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# How to get ahead: the importance of technology and a people-first mindset

We're in the middle of a digital revolution—it has transformed almost every part of our lives—from the way we communicate, to the way we work, to the way we learn and more. All businesses have felt its effects. However, we're also entering into an age of human empowerment. Together, these two movements are creating an age of digital empowerment for people, and it's changing how we do business. The advancements of technology along with more empowered and globally connected people have completely shifted what it means to be digitally successful for businesses.

Today, for businesses to achieve digital success, they must incorporate two characteristics that go hand in hand. Technology, of course, is one of them. After all, there is no "digital" without technology. However, what's becoming increasingly clear is that technology on its own is not enough to propel a business to success. Today's digital leaders understand that digital success is not just transforming a business with technology. These leaders recognize the second characteristic necessary for digital success—using technology to empower people.

## Defining what makes a “CUSTOMER”

A decade ago, it was easy to define who a business’s customer was: the person engaging in a business transaction. However, since then, two important changes have taken place. First, improving technology introduced a blending of the digital and physical worlds. Second, the introduction of millennials into the workplace led to a large shift in corporate culture. As a result, the understanding of who is considered a “customer” has evolved. While the word can still hold its traditional meaning, its application has also expanded to encompass many groups of people—prospective clients, employees, and partners. “Customer” has come to pertain to *anyone* who interacts with the business, because success for a business today hinges on *people*—not just clients.

But whom should businesses be empowering?  
And how can businesses find the right technology  
to position themselves as leaders?

*In this guide, you’ll learn how your company can gain a competitive advantage with a people-empowering approach to business and technology and discover the technology that is right for your people and your company, propelling you to new levels of success.*

# Digital success depends on more than just technology

The digital age isn't just giving businesses new tools; it's giving them the chance to reposition themselves within their customers' worlds. Data is foundational to these opportunities because it helps companies select the right technology. Taking advantage of this opportunity through customer, business, and market data will allow you to reposition your company for the future and ensure that your business, products, and services are entirely aligned with the way your consumers are going to ingest them *tomorrow*. Because of the digital revolution, businesses can change how society perceives them and how they interact with customers.

But technology is also offering more immediate opportunities for companies to have an impact on people's lives. These opportunities need not be digitally disruptive; they can also be smaller opportunities that improve ease-of-use and seamlessly fit into your users' lives. With opportunities presenting themselves on both a grand *and* granular scale, businesses don't have to take advantage of the "grand" opportunities to find digital success. Granular opportunities are just as important for user empowerment. The size of the opportunity is less important than having a customer-centric mindset.



# The people-empowering approach to business and technology

**How can you move from supporting a people-first mentality in theory to putting it into practice?  
Do it through your technology.**

People want interactions to be simple and consistent across all devices, which requires that companies offer digital experiences that keep pace with technological innovation. While keeping pace sounds intimidating, companies no longer need to be founded in Silicon Valley to be digitally successful. Today, location no longer defines digital leadership as leaders are located across the globe and span all industries. Instead, what defines digital leaders is that they are all using data as their guide to becoming user-centered. By using quantitative and qualitative data to uncover user insights and applying that information toward selecting customer-empowering technology, any company can be a successful digital company.





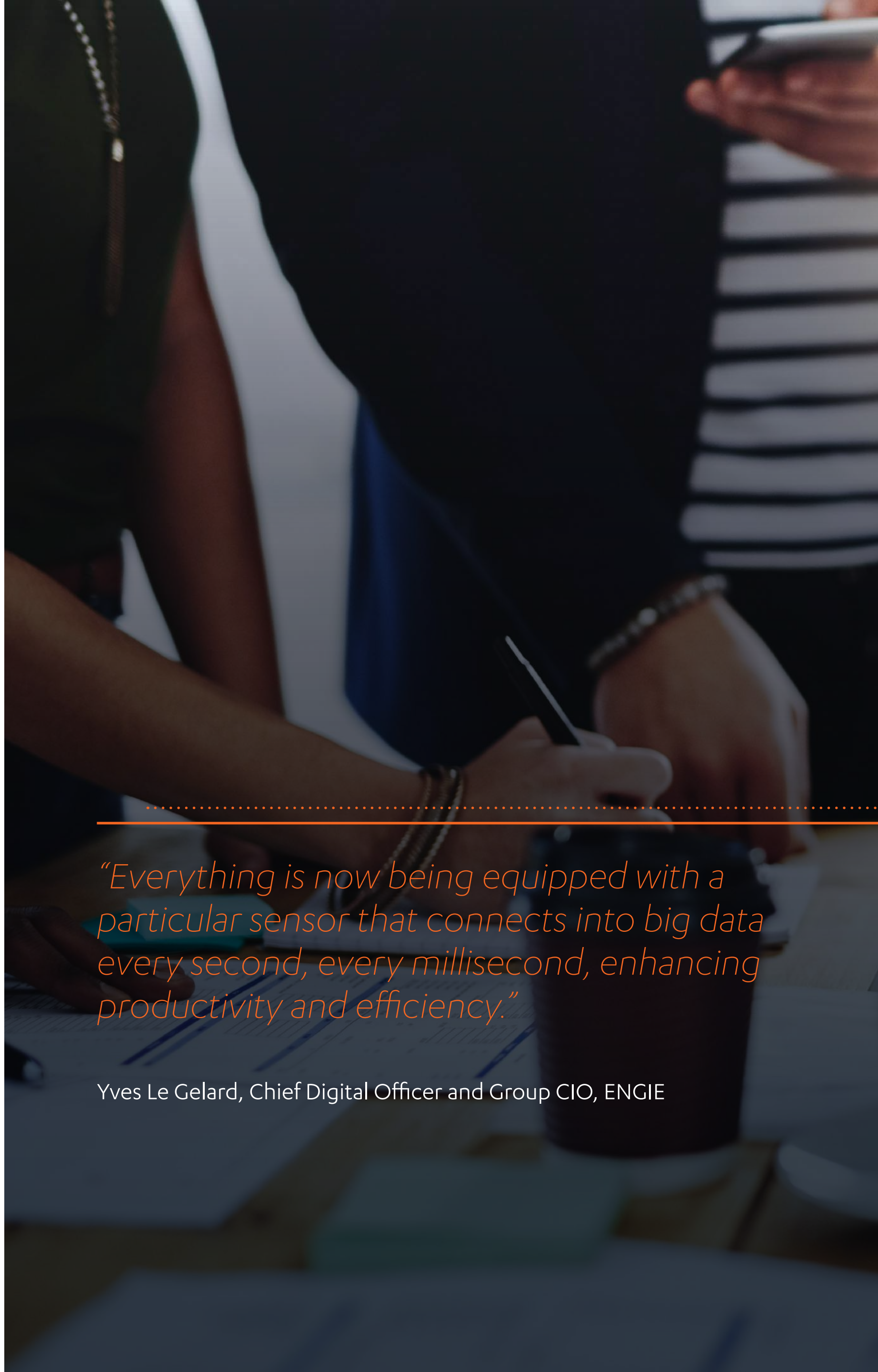
Defining

# DIGITAL EMPOWERMENT

Digital empowerment is the digital convenience and access you offer your customers and employees. The Age of Empowerment focuses on technology that aligns with what we, as its users, want. A recent report explains the changing prioritization around technology and people: **“Today, our biggest innovations will not be in the technology tools themselves, but in how we design them with people in mind.”**<sup>1</sup> As technology changes to meet new consumer needs, the relationship between businesses and users is also changing.

**“By empowering people with technology, businesses will transform the relationship with them from provider to partner.”**<sup>2</sup> As these relationships change, businesses have the opportunity to play a more meaningful role in consumers’ lives, which is also empowering for businesses. The digital empowerment you offer your users today will determine your business’s success tomorrow.

1. & 2. Accenture. 2017. Accenture Technology Vision 2017. Amplify You. Technology for People: The Era of Intelligent Enterprise.



*“Everything is now being equipped with a particular sensor that connects into big data every second, every millisecond, enhancing productivity and efficiency.”*

Yves Le Gelard, Chief Digital Officer and Group CIO, ENGIE

## Check your digital pulse: are you using technology to empower people?

Many companies struggle to keep pace with digital innovation and can be overwhelmed by the changes they need to make to stay competitive. Because the pace and magnitude of change are overwhelming, it's impossible to ignore the need for change. **Here are a few guiding questions to help you check in with your organization and see how you've been doing at incorporating new technology into your business:**

- Are your users able to use the digital channels they prefer to consistently access the information they need from you? When evaluating this, are you also taking into consideration digital accessibility that empowers those who are blind or deaf, for example, to access your information?  
.....
- Has your company's strategic planning become digital by default?  
.....
- Are you using user, business, and market data as the foundation for selecting technology for your company?  
.....
- What are your company's current KPIs? Could they benefit from technology currently available on the market?  
.....
- How quickly does your company evaluate new technologies and integrate the most impactful innovations?  
.....
- How does your company's digital offerings compare to competitors' and industry leaders'?





# The new rules to achieving digital success

With the changing business landscape, there's a new set of rules for achieving digital success. These rules reflect the shifts in mindset and behavior that are required to become a leader in today's business world. Here are those rules along with insights into how to establish them for your business:



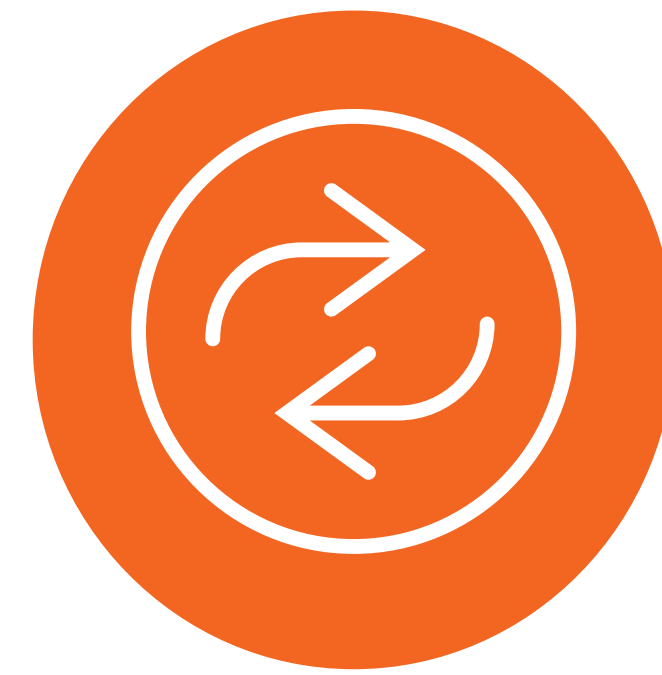
## **RULE 1**

Prioritize users



## **RULE 2**

Support your company with the right technology



## **RULE 3**

Promote agility



## **RULE 4**

Think of the position of your business





## RULE 1

### Prioritize users

All companies want to be digitally successful, but if you're going to achieve digital success, you're going to first need to achieve a customer-first mindset. The hard truth is that your technology will fall flat if it doesn't make your users' lives easier and offer experiences that meet their expectations.

#### Actions you need to take:

Concentrate on the people who use the software and services you offer and analyze how that software is used. User data is essential for learning how you can improve customer experiences. For example, determine which features customers need with the support of data analytics from the technology they use and feedback from actual users. If you don't have user data, gather it, and if you do, mine it for insights into your customers' digital needs.



## RULE 2

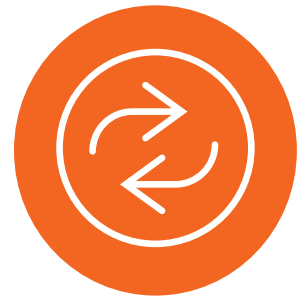
### Support your company with the right technology

The first step to empowering people and your business is to provide technology that works for them. The companies that can figure out the best technology for them and how to utilize technology right can be the next industry leaders.

#### Actions you need to take:

In the Age of Empowerment, we're no longer passive players who adapt and conform to every new technology. To select the right technology, you should be looking at user analytics, the market and the business to drive your decision-making. Carefully evaluate what different technologies can bring to your business and avoid technologies that are going to require complete company restructuring or have low user-adoption success rates. This information will help you select the technology that will meet your needs.





## RULE 3

### Promote agility

Make change an integral part of your business and encourage your employees to embrace it. Have technology in place that supports this agility to help you quickly develop new solutions to users' needs as they arise. For example, using a single dedicated platform across your business promotes collaboration and supports operational agility.

#### Actions you need to take:

Make sure you have the right mindset *and* the right technology. It's also important that everyone in your organization is on board—from the boardroom to the front-line staff—because this mindset requires an entire company to get it right. Once you have internal buy-in, you'll need the right technology to support Agile business initiatives.



## RULE 4

### Think of the position of your business

Think about how your company currently fits into the changing business landscape—are you comfortable with that position? Technology offers new opportunities to reposition your business and make it an integral part of your users' lives.

#### Actions you need to take:

The digital revolution offers companies an opportunity to reshape themselves and establish their place in the next evolution of society. Consider where you want your company to be and begin to transition it to that position with technology.



# Building digital experiences that empower people

All businesses in the digital age have a strategic vision and are aiming for transformational outcomes. How successful those strategies are will, in large part, depend on what technology you select to support your initiatives. Will your business's strategic vision get you ahead?

To be a leader, businesses must put new technologies to use and adopt their users' goals as their own. Digital changes made just for technology's sake will fail because the priorities of digitization are off-focus. After all, as Ernst & Young's study points out, **"The whole purpose of digitization is to stay relevant."**<sup>3</sup> Instead of focusing on themselves or only on technology, companies need to shift their thinking and replace immediate sales goals with the goals that customers and employees have for themselves. Doing so will lead to empowerment for both users and the company: the more goals a company helps people achieve, the more confident and loyal they will be in the partnership, and the relationship will grow stronger with each interaction.

Once you know your users and their priorities, you can find the right technology to serve them better.

3. Ernst & Young. 2018. Digital Enterprise Transformation: [Winning themes of financial services leaders](#).



## Finding the technology that fits your people and your business

There is no one-size-fits-all technology for businesses. While that makes it a little more difficult to find the technology that's the right fit for your people and your business, it also means that you can use data to evaluate your users' needs and make sure the technology you choose will be successfully adopted.

**Digitally mature companies, those that are recognized as leaders, experience dramatic benefits as a result of their digital maturity—they're three times more likely to deliver strong customer experiences and engagement, and they are seven times more satisfied with the quality of their decision making.<sup>4</sup>**

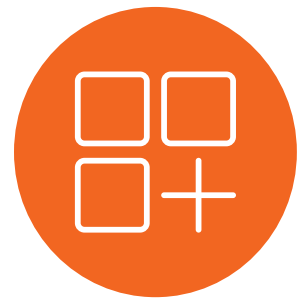
However, these companies didn't become leaders just by incorporating the latest technology, they selected technology, based on data, that would propel their company to success through empowering their users. Digital leadership is not just about implementing *better* technology; it's about implementing the *right* technology that empowers your people and your business.

Digital leadership means seamlessly creating the digital endpoints that are a part of everybody's life today and will only become more pervasive in the future. Some businesses find that starting with distinct applications can help accelerate the process; others choose to adopt a digital platform to develop and support a broad suite of applications. All successful business strategies are linked inseparably with technology; the important thing is to begin your journey by choosing technology that will empower your people and support your strategies.

4. Publicis Sapient. 2017. FKG Study, Executives Reveal the Impact of Digital on Business Transformation







## Empowering with exceptional applications

To be successful in the digital age, businesses need to be digital by default. A common first step to digital success is through applications. As the main way you communicate with customers, applications are an essential part of delivering an exceptional customer experience, which is a growing demand.

Digital success depends on empowering your users, which means user experience has never been so critical. However, user experience depends on more than just a great UI. Empowering users hinges on how you serve your customers and how you use technology to enable your employees.

Applications offer an entry point for businesses new to digital strategies to empower their users. As the catalyst to digital, mobile is the fastest growing channel for businesses. The digital leaders of the world run their empowerment strategies mobile-first, and with the right customer-centric applications, your company can lead with mobile too.

### Is an application right for you?

- Do you require technology that places demands on your limited resources?
- Are you looking for incremental innovations?
- Do you need to deliver immediate value to your customers?
- Is it essential to have a quick understanding of the business impacts of a technology?



## Adopting an empowering platform

Platforms offer fantastic opportunities to launch your company to digital success. However, if your company chooses a platform, it doesn't mean that your digital changes need to happen all at once. If you find a good platform, you can start with one application, continue to refine it, and eventually grow a portfolio of applications.

Application development platforms are an important part of a larger trend of using platforms in general, with most executives believing that platforms are the business models of the future. As a report reveals, **“Eighty-one percent of executives say platform-based business models will be core to their growth strategy within three years.”**<sup>5</sup>

Platforms offer businesses a digital foundation and enable them to adopt new technology more quickly and smoothly. Platform technology has had an enormous impact on the business world, with the same report continuing, **“Driven by the new rules of business, platform business models represent the most profound disruptive change in the global macroeconomic environment since the Industrial Revolution.”**<sup>6</sup> Platforms have also helped companies realize significant financial benefits by allowing companies to capitalize on the expanding digital economy.

### Is a platform right for you?

- Are you looking for a foundation from which you can launch multiple applications across business lines and locations?
- Do you need a variety of applications that can be integrated into one platform?
- Do you want to offer customers access from any digital touch point, or are you more focused on delivering through specific channels?

5. & 6. Accenture. 2016. Platform Economy: Technology-driven business model innovation from the outside in.



Looking into the future of platforms:

# DIGITAL EXPERIENCE DEVELOPMENT PLATFORMS

Digital experience development platforms (DXDP) represent the future of application development platforms. These platforms enable companies to create seamless digital experiences for users.

A Forrester Wave report defines DXDP as **“A software platform that enables organizations to rapidly create an integrated portfolio of digital experiences across a variety of end user channels.”**<sup>7</sup> This future-facing platform’s portfolio includes desktop and mobile web browsers, mobile apps, chat, platform, and embedded web experiences, augmented and virtual reality, and voice.

One of the biggest benefits of DXDP is the integrated customer experiences it delivers and how that technology empowers users. As a Forrester Wave report explains, **“These experiences all come together to meet a user’s need when and where they need it and make use of all available context to deliver a contextual experience across the user’s ecosystem of devices.”**<sup>8</sup> The goal of integrated customer management is to align people, processes, and technology to enable service providers to deliver the customer experience they intend, rather than have that experience happen as an unplanned result.

DXDP is an important transition in digital because it focuses on developing technology specifically to meet users’ needs, rather than creating technology for technology’s sake. While all applications or platforms can be customer-centric, DXDP was *built* to be customer-centric.

7. & 8. Forrester. 2018. The Forrester Wave: Digital Experience Development Platforms Q2 2018.



## Choosing customer-centric technology

Your customers aren’t specifically searching for an application or a mobile experience; they simply want to get something done and need a user-friendly way to accomplish their task. With technology that fits your people and your business, you’ll achieve digital success by making your customers’ lives easier through the efficiencies you help them gain and the barriers you remove.



# Learning from leaders: making digital success a reality with industry best practices

You know that finding the right technology is important, and you know that technology should be used to empower people and that those people should be at the center of your business. But how do you put that knowledge into practice? Bringing ideas into execution is always difficult, but new business strategies that match the pace of technological change have made it a little easier.

Here are two industry best practices that digital leaders have used to get ahead and stay ahead. These best practices can bring success separately or can be combined, depending on your needs.



## Adopt an Agile methodology

Digital success doesn't need to happen in a day. Many industry leaders achieve digital success by taking digital one step at a time and accumulating incremental wins to get ahead and stay there. Microsoft's Digital Transformation study advises using this strategy, saying, **"Focus on small, quick projects that deliver positive business outcomes and accrue to a bigger and bolder digital transformation strategy."**<sup>9</sup> This advice captures the growing emphasis on Agile strategies—a methodology that the majority of the world's leading businesses incorporate into their planning.

Capgemini's Digital Masters Survey gives insight into just how popular Agile strategies are with leaders, revealing, **"65% of Digital Masters say they 'test promising ideas quickly as proof of concept/minimum viable products' versus only 16% of beginners and 35% of 'average' respondents."**<sup>10</sup>

However, if your business isn't ready to adopt an Agile methodology, there are other industry best practices it can still take advantage of. One, in particular, is utilizing pilot projects.

9. Microsoft. 2018. [Charting digital transformation for Asia Pacific](#).

10. Capgemini Consulting. 2017. [The Digital Advantage: How leaders outperform their peers in every industry](#).





## Investigate paths to success with pilot projects

Pilot projects are a great way to see if a specific technology is a good fit for your employees and your organization. Not only can you get a better understanding of the steps that are necessary to take in preparation for implementing a change company-wide, you can also begin to gauge benefits and improve internal buy-in, which is essential for the successful incorporation of any digital technology.

Pilot projects have a long-standing history of helping businesses take the first step toward digital success. The Digital Transformation Readiness Survey states, **“71% of organizations say that pilot projects are the key to effective digital transformations.”**<sup>11</sup>

Digital changes can be difficult for companies to make, so help ensure the success of your company’s digital initiative with a pilot project.

**Whether you choose Agile strategies, pilot projects, a combination of both, or a different strategy, the important thing is to discover a way your business can successfully empower users with digital technologies.**

11. Center for Creative Leadership. 2018. Digital transformation readiness survey summary.





# Kony: delivering success through digital empowerment

To survive and thrive in this new Age of Empowerment, companies of all types must redefine their roles and goals and embrace the new rules of digital. That may sound like a tall order, but you don't have to do it alone. At Kony, we understand the importance of digital empowerment. That's why we partner with you to create exceptional digital experiences and deliver the reliability and agility your technology users demand.

We're the company that businesses rely on for solutions to their toughest digital problems. With Kony's innovative technology, you can retain your relevance in your customers' lives, both online and offline. Our applications cross the digital and physical divide to impact the daily lives of your customers, keeping your company an essential part of their lives. By partnering with Kony, you stay ahead of your customers' expectations and accelerate your business outcomes.

Achieve digital success by making your customers' lives easier through the efficiencies you help them gain and the barriers you remove—that's empowerment. And that's how you can get ahead and stay ahead with Kony.

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*"Our partnership with Kony has been fantastic."<sup>12</sup>*

Dawn Brummett, SVP and Chief Operations Officer  
at ORNL Federal Credit Union

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*"To accelerate digitalization, we needed an Agile partner to help us execute and deliver apps quickly without losing quality."<sup>13</sup>*

Dirk Holbach, Corporate Senior Vice President,  
Supply Chain Laundry and Home Care at Henkel

<sup>12</sup> Kony. 2015. ORNL case study.  
<sup>13</sup> Kony. 2018. [Henkel Selects Kony to Transform its Laundry & Home Care Business.](#)





Ready to move at the speed of digital and deliver better experiences?

Stay ahead of customer expectations and accelerate your digital success with Kony's innovative digital platform and solutions.

[Contact us](#)

[Learn more at Kony.com](https://www.kony.com)





Kony is the fastest-growing, cloud-based digital application and low-code platform solutions company and is a recognized industry leader among low-code and mobile application development platform (MADP) providers. Kony helps organizations of all sizes accelerate digital success by rapidly transforming ideas into innovative and secure omni-channel applications. Built on the industry's leading digital platform, Kony's cross-platform, low-code solution empowers organizations to develop and manage their own apps to better engage with their customers, partners, and employees.

Kony was named the first-place winner in CTIA's MobITs Awards in the Mobile Applications, Development & Platforms category, and it is included on the Inc. 500|5000 list of fastest-growing private companies in America.

For more information, please visit [www.kony.com](http://www.kony.com). Connect with Kony on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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